

King, Valerie A.

From: King, Valerie A.
Sent: Tuesday, August 19, 2003 5:27 PM
To: McCann, Amy
Subject: Ads - MDS

DSS: No



Buses-LNK.pdf (96 KB)



Buses-LNK.pdf (96 KB)



PHXTarget.pdf (74 KB)



PHX Radio.DOC (27 KB)

Amy:

We have received additional advertising from MDS for which I would appreciate Law department feedback.

The first file is advertising which they would like to use on city-wide buses in Lincoln. I am comfortable with the proposed language, but would like confirmation from you that this type of media is acceptable.

The second file is advertising proposed by the Phoenix site for use in the Marlboro study. I can tell you up front that we will ask them NOT to use either of the proposed graphics (i.e., the hand holding the cigarette, the Marlboro-like packaging image). Further, we also will ask that they incorporate the changes we had provided to the Lincoln site for their specific ads (e.g., change "full flavored" to "full flavor", change "cannot smoke lights or ultra-lights" to "does not smoke..."). I would have sent a track change document, but was unable to do so since the file was in .pdf format. If you see any other potential issues with either ad, please let me know.

The third file is radio advertising that the Phoenix site would like to use. Aside from its attempt at lay-language, the one point of which I was unsure was the text around the free medical exam. I'm not sure if this is an emphasis that we would want to make.

If possible, could I have your response/feedback by the end of this week?

Thanks in advance,
Valerie

bus issue - verify w/ Ginny

graphics → no go

*TM issue - reinforce
w/ site*

→ Certification - sufficient for ads

legal to review ICF - Am to let us know